

THE Gleaner







Gleaner

DELAWARE VALLEY COLLEGE

of

SCIENCE & AGRICULTURE

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Incident of the Mirror

Matthew Polis

In my very early youth I set up an eight hundred yard telephone system which cost my unknowing parents a small fortune, raised turkeys which I killed myself for various dinners, ran away for two days, and performed escapades God, himself (not to mention my parents), will never understand. Like George Orwell, I too attended a private school. Of the many things I experienced when I was young, the image I saw in a mirror while I was at this school is perhaps the only thing I still do not understand.

It occurred in one of the school's giant bathrooms where I was pressed close to what must have been hundreds of other classmates all washing up for dinner. I had gone through the same meaningless washing motion many times, but I never really looked into the long mirror above the sinks. Maybe I had done so because of the constant high pitched activity of hungry fellow handwashers. (No one can tell me that there is a more active animal that spends energy at the same fantastic rate a small child does.) Of course I had seen plenty of mirrors before; I knew what they were used for and what happened when I stood before one. But this time it was different. I remember dropping the soap which I had so adeptly grabbed from the boy next to me, stepping back, and staring at my image, hypnotized by what I saw.

Words are hard to use to describe my feelings while I looked into the mirror. I saw things I had never noticed before. It was still me, sloppy, small, active. But this was the first time I looked and really saw *myself*. I saw me, what I was, and who I was. I suddenly realized I was a human being: someone the same, yet different from those other boys. I had never actually seen this boy before nor thought what people might think of him or what kind of impression he might make. I had started to find myself (a task still incomplete). I was human. Living was no longer just for the sake of existence. From that point on I slowly began to give up my animal ways of doing things by instinct or sheer force of habit. I started to play games with rules and I could profit when someone gave advice.

I said before that words cannot describe this almost abstract event, but perhaps I can use as a comparison a great shock similar to an auto accident: after the accident one steps from the car, slightly flustered but still fairly calm. Not until a few hours or even days later do the effects, both emotional and physical, set in with the full realization of what had happened. This full realization is what I believe caused the delayed reaction to be triggered by the reflection in the mirror.

I never told my parents of my discovery. However, during Easter vacation, each of them remarked that I was finally acting more grown up. As a boy about six or eight, I felt quite proud of their apparent respect.

I'm still puzzled! What led me to this first inkling of conscious awareness of the real world? Why had my image had such a startling effect upon me? Am I soon to experience an even greater awakening? If so, I can't wait.

After College—Then What?

Walter Shannon

This is a problem that is becoming increasingly acute for the upper classmen in colleges throughout the country at this time of the year.

Interviewers come and go and yet most students are still wandering around wondering what the future holds for them. Many graduates are able to describe their future with two words. For some these two words are "Uncle Sam" and for others the words are the "little woman." Whichever case may be, the problem arises sooner or later, unless, of course, your "little woman" has a lot of "greenbacks" to help alleviate the cares of the world.

Many of the students in the top 25 or so of the class may go on to graduate school. When you complete your graduate school studies your chances for good employment have been greatly increased.

Seniors come piling out of colleges with a paper which has cost them between eight and ten thousand dollars to obtain and expect the modern day business world to accept them with open arms. They very often find that if they do land a job with a large company they will probably have to start school all over again to learn the methods and policies of the particular company. Many graduates find that they are forced to take a job they do not like or that they don't intend to keep.

Our college has an excellent placement program under the capable leadership of Dr. Peter Glick, Jr. Many interviewers come to our campus and offer good job opportunities for all of our majors. A large percent of the seniors do get their jobs from these interviews.

With the education in agriculture and general studies that we receive at our college, we have that key to open the door to a profitable and enjoyable future. To make this future even better a great deal of thought should be given to the type of job on which we will be spending, in many cases, 40 years or more—it is never too soon to begin planning.

THE COVER . . .

Mr. Ned A. Linta, Director of Athletics at Delaware Valley College and the impetus behind the 14th Annual Intramural Conference.

Mr. Linta has done a great deal to insure the success of this Conference and the GLEANER doffs its hat in tribute.

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"on the Square"

DOYLESTOWN, PENNSYLVANIA

Some Town and College History

Fred F. Martin, Doylestown

I hope that this talk is not interfering with your studies. It is my hope in presenting it, to stimulate a bit of thinking about some of the history which concerns the ground upon which this college was founded by Dr. Krauskopf in 1896. In doing this, I'm going to first tell you a little bit about my home town and show you how our histories are related.

Doylestown, like most American villages, came into existence as a result of the flow of traffic that passed through its center.

Just south of us, at the northwest boundary of the U. S. Naval Air Base, settled Sir William Keith, a Lieutenant Governor of the Provincial Government of Pennsylvania. There he built a mansion house that is known by a few as Graeme Park. This was probably one of the finest houses built in this part of Pennsylvania. It is still standing, and I hope it will eventually be preserved for people to enjoy.

Sir William was anxious to improve the road conditions around and thru his 1,200 acres of land. One road that he ordered built was from Round Meadows, now Willow Grove, to Dyers Mill, which is now the Water Wheel Tavern at Dyerstown. This road was built about 1722 and is now called U.S. 611. About 8 years later, in 1730, a second road was built from the Schuylkill River near Norristown, running east to Wells Ferry on the Delaware, now New Hope, and from this point it continued on to New York. This road is now called U. S. 202. These two roads crossed in the center of Doylestown, which, of course, at that time was non-existent.

There was, however, a Doyle family that acquired land at or near these crossroads in 1730. They were farmers before they arrived here, and it is to be supposed that they continued to farm after arriving.

The Doyles saw a need for accommodations for the traveling public and in 1745 built and opened an inn. It was known as Doyles Tavern. There may have been other buildings close by, but nothing is known about them.

In 1778, when General Washington and his staff conducted the Continental Army from Valley Forge to Washingtons Crossing, they traveled east

on this route U.S. 202. They spent one night in these immediate parts. Washington, in a letter, referred to his visit here as being Doyle Town. It is natural that the two words have been combined into one.

The county seat at this time was Newtown, 14 miles south of us. The people living in the northern end of the county felt that they had to travel too far to conduct business in the County Seat. County business had also grown in volume and new county buildings were needed.

The State Legislature was petitioned for permission to relocate the County Buildings in a more central location. A committee of three people was appointed to make a study of this matter. As you can imagine, there were a number of people who felt that the county should build on their land.

It was at this point that the early history of Doylestown and the Delaware Valley College began to get tangled up. Prior to the choice of Doylestown as the County Seat, a Mr. Nathaniel Shewell had purchased some land in the center of town. At the corner of the triangular piece of ground facing our Civil War Monument stood a small stone blacksmith shop. About 1811 Mr. Shewell built around and over this blacksmith shop the Indian Queen Tavern.

He decided that it would be an advantage for the County buildings to be in Doylestown. He, therefore, went to the committee of Three and offered the rear two-thirds of the triangle to the county, free of charge. He further stipulated that when this ground was no longer used to house county buildings it must be reverted to his heirs.

Needless to say the Committee accepted his offer and Doylestown became the county seat in 1812. From that time forward Doylestown has prospered as a County Seat.

This man, Nathaniel Shewell, who brought the County Seat and prosperity to our village, was born and raised on your Farm No. 3 in the house now occupied by Dr. Joshua Feldstein.

Nathaniel Shewell was the son of Walter Shewell, who came here from Gloucester, England. Walter Shewell built the house in 1769 and named it Painswick Hall. The last time that I was in a part of this house, some 20 years ago, it still contained some beautiful woodwork and a lovely staircase. I hope this home always remains a part of your campus.

Walter Shewell, who raised a fair-sized family, was a merchant in Philadelphia and a farmer in Bucks County. Most of his sons followed the mer-

(Continued on page 8)



Birth place of Nathaniel Shewell which is now occupied by Dr. Feldstein.

IIE News Release

An opportunity to combine vacation travel abroad with six weeks at a European summer school is available to qualified American students thru the Institute of International Education. Applications for study at three British universities and two Austrian Schools, during July and August, 1963, are now being accepted by IIE.

The three British programs offer a choice of subjects and periods which may be studied at the appropriate university concerned. Shakespeare and Elizabethan drama will be offered at Stratford-upon-Avon by the University of Binghamton; the history, literature and arts of the 17th century England will be the course at the University of Oxford; a study of British history, philosophy and literature from 1688 to 1832 will be presented at the University of Edinburgh in Scotland.

Courses for all three sessions are designed for graduate students and teachers but undergraduates who have completed at least two years of university work may apply. The British Summer Schools fee of \$254 covers full tuition, room and board.

A high point of the two Austrian summer sessions will be the opportunity for students to attend the famed Salzburg Music Festival, including one opera, one concert and Hofmannsthal's drama "Everyman."

At the Salzburg Summer School, at Salzburg-Klessheim, Austria, emphasis will be placed on German language study. Attendance at one of the several German language courses is mandatory. Other courses in art, music, economics and politics will be taught in English. Besides the opportunity to attend the music festival, a variety of conducted tours of Salzburg and the vicinity will be available to the students.

The fee for the entire program, including room, board and tuition, as well as festival tickets, is \$254. Applicants must be between the ages of 18 and 40 and must have completed at least one year of college work.

The historic University of Vienna will hold a special summer session at its St. Wolfgang campus, on Lake St. Wolfgang, Stroble, Austria. Courses available to students will include law and political science, liberal arts, and the German language. Students may also participate in the skiing, sailing and other outdoor sports for which the area is famous—and all of which will be available to them at very moderate fees.

The University of Vienna program is open to students who have completed at least two years of college. The fee for the full six weeks, including tuition, maintenance, tours, excursions, and Music Festival attendance, is \$335, with an optional four-day trip to Vienna costing \$35.

Travel arrangements to and from Europe are the responsibility of the student. A limited number of full or partial scholarships are available to both the British and Austrian summer schools, but in no case do they cover transportation costs.

Application for admission and for scholarships may be obtained from the Counseling Division, Institute of International Education, 800 Second Avenue, New York 17, New York. Completed British Summer School scholarship applications must be received before March 1, 1963, and admission application before March 30. Scholarship applications for the Austrian schools must be returned by March 1, and admission applications by May 1.

"Shooting an Elephant"

Jerome Schorr

In describing George Orwell, the writer, one must acquire a factual, honest and simple use of words. The way Orwell writes, and lives in his writings, is emphasized by the use of these words. One more word that should be added is colorful, for Orwell is one of the most colorful writers I have ever had the pleasure to read.

Orwell writes in a manner that makes you feel as though you are actually living in his essays. Being there, you are seeing, what he sees, feeling what he feels and thinking as he thinks. Because his writings are so full of color they seem to bring you closer to him as a person.

As the color wheel turns and the colors change to different shades, so do the characters blend into the various moods and actions of his essays. Orwell is a writer of many essays and each one that I have read has been colorful in its presentation.

From the many essays that I have read, written by Orwell, the most enjoyable was titled, "Shooting an Elephant." This essay in particular was an example of his vibrance in writing and his depth in thought.

There is a feeling of hatred of an officer as the story opens. Blackness envelopes the scene. This man is in a position deeply resented by the peo-

ple and must make a decision which will take the life of an elephant.

This elephant, symbolic of an empire, came smashing down on a village; the village representing a colony. As a safety measure the officer sent for a rifle, with no intentions of killing the beast. This gray animal was more valuable alive than dead. He had a feeling of warmth as he watched the elephant eating the green grass in the field. There were no thoughts within him to harm the elephant; but as the people gathered behind him with great expectations, his actions were not his own; he shot the huge beast. Proving that man isn't completely free to do as he chooses. The elephant tell but only for a brief moment. Then, slowly began to rise and immediately several more shots rang in the air and penetrated his thick hide. As the black veil of death closed in on the elephant so did the red blood of life flow forth. The elephant has fallen and the colonists waited to reap the spoils. The loss was great to one man, the owner, but the deed had been done.

To universalize his themes, Orwell makes use of different sects of people plus a substantial use of animals.

George Orwell's writings are sincere and honest and they leave the reader in thought. An idea is brought forth in a minimum use of words. The good is overlooked while the bad and evil is emphasized. I have discovered a new knowledge and pleasure in reading by association with this truly great writer.

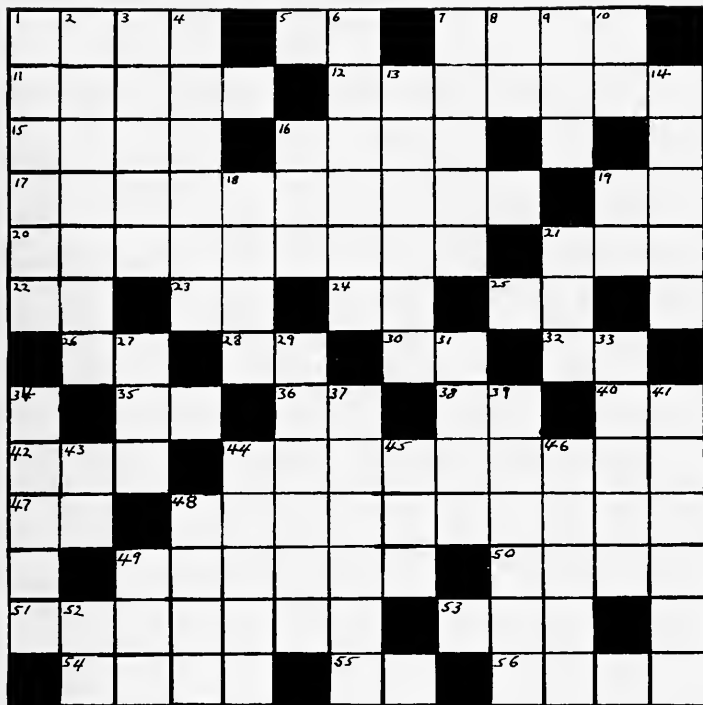
Subject: College Publications

December 17, 1962

Mr. McGurk has been appointed as adviser to the Furrow. He, with the student editorial and business staff, will be responsible for the publication of this College newspaper at least semi-monthly while the College is in session.

Mr. Forbes and Dr. Feldstein have been appointed as faculty members of the Editorial Board of the Gleaner. This Board will consist of two student members and the above named faculty members, and will elect its own chairman. The Board shall be responsible for publishing three issues each college year and it is hoped the Gleaner may become an outstanding professional and literary journal.

JAMES WORK



CROSSWORD PUZZLE

DOWN

1. Put out of office
2. The ---- out (2 words)
3. Get up
4. Took it easy
6. See 49 across
7. If you do this, you will feel like 4 down
8. In
9. Nervous (abb.)
10. State of the Union
13. Fall flowers
14. Dishonor; disgrace
16. The B. & O. and Reading are two (abb.)
18. Lab name for ethyl alcohol
19. Musical syllable
21. Life (Heb.)
27. Unit of work
29. Pet
31. Above
33. Buoy
34. Selected
37. Suitable place or position (abb.)
39. Peninsula on the Black Sea
41. Conjunction
43. Exclamation
44. Shows gratitude
45. Trinity (abb.)
46. Freezers
48. Send out
49. Walter ---- zak
52. Napierian logarithm (symbol)

ACROSS

1. Expensive
5. As soon ----
7. Without (French)
11. Having aural lobes
12. Soda-fountain concoctions
15. Greek letter (Pl.)
16. Tear down, as a building
17. Delicacy made with crustaceans
19. French article
20. Candy store
21. Motor part
22. Each (abb.)
23. Perform
24. 365 days (abb.)
25. Exclamation
26. Seldomly used pronoun
28. High compression (abb.)
30. ---- and-so
32. On condition that
35. Concerning
36. Article
38. Canadian province (abb.)
40. Chem. symbol for lutecium
42. Old woman
44. Rule or standard of judgment
47. See 25 across
48. Having to do with electrons moving through a wire.
49. Thrilling (Brit. slang)
50. Distribute
51. Oval shape
53. For each
54. Profits
55. Compass point (abb.)
56. Masc. name (Pl.)

America — Wake Up! !

Jim Hower

Gentlemen — As citizens of these United States of America, we have something which we can boast about that no other nation can claim—unity, heritage and liberty. These are the qualifications needed if this nation, or any other, is to survive in today's world.

Our forefathers thought, planned, fought and gave their lives that someday we might have the nation that we have today. However, in the pressures of today's world we ourselves are destroying through lack of judgment, ignorance and fear of aggression, the great country that our forefathers gave their lives for. It seemed unlikely that this would ever take place, but due to the American today, being spoiled by the evils of automation, we are a nation of ever increasing ignorance and laziness. In recent tests given in a number of high schools across the nation on physical fitness, it was learned that less than 50% of all students tested could pass the simple test given. Further evidence of the evils of automation is the high rate of unemployment in our country. This not only serves to destroy our entire economy, but more important, it serves to create a social problem and this in turn saps the unity of a nation which is so important if we are to survive in our existence as a nation.

Gentlemen, I do not wish you to think of me as anti-progressive, because I am not. I do, however, feel that this same important movement of progress that has made us so mighty is now returning to destroy us, if it is not held down to a necessary pace.

I do not feel that progress, or automation, is our greatest fear. I feel that lack of unity due to the color barrier and the inability to communicate with different countries of the world are more serious problems to our existence. The inability of our citizens to associate with each other is a problem of a most serious nature. My question is, who are we, as Americans and members of a human society to decide who, if anyone, is superior over another. As I stated previously, unity is one of the essentials for existence as a nation. It is a terrible fact that we as Americans are stupid enough and ignorant enough to criticize others because they have had no chance to prove themselves. I feel that something is definitely wrong when the governor of a state can personally and

(Continued on page 9)

National Intramural Assn. ... A brief history

Mr. Charles McGurk

The idea of the National Intramural Association, which holds its 14th Annual Conference on our campus from March 27th through the 30th, was the outgrowth of a Carnegie grant-in-aid which was given to Dr. William Wasson, a faculty member at Dillard University in New Orleans to study intramural programs in Negro colleges. During his tour of colleges in the United States, Mr. Wasson conceived the idea of an organization of national scope to serve as a reference, a resource, and a meeting of the minds of the men and women who were interested in the development of intramural programs. The published result of his work, "A Comparative Study of Intramural Programs in Negro Colleges," was sent to each institution Wasson visited and the outcome was the first conference which was held at Dillard University on February 22nd and 23rd, 1950, with ten colleges and universities represented. The second conference was held a year later at Bethune-Cookman College at Daytona Beach, Florida.

The concept of intramural athletics is by no means new on American college campuses, but their real impact on student life came at the close of World War II when colleges found their populations soaring with the concomitant demand for recreational facilities and equipment. Though it is true that many of the veterans found their way to the varsity teams that represented the college, the great majority sought some form of less organized athletic recreation. Their experiences with the athletic programs at most of the military installations carried over into civilian life and the intramural sports programs really began to flourish. It is certainly difficult if not impossible to measure the full impact of growth of intramurals on campus life. In one sense they have replaced fraternities as social outlets as it is not unusual to find the gym or the student union or both centers of campus life which was once centered in the fraternity houses or along frat row. As a matter of fact, many fraternities participate actively in the intramural leagues.

Certainly, there is no doubt about the popularity of intramurals—ask any intramural director. He can tell you about the percentage of participation and the number of awards made each year. He can also tell you about the keen interest of both participants and spectators and about the carry-over value of many of the sports. Golf, tennis, ping-pong, horse shoes, soft ball, chess (for mental exercise), and a number of others can become a part of the program of physical fitness ideally suited for those who have some misgivings about walking fifty miles. After all, even at the White House the Brothers Kennedy carry on a sort of intramural touch football league which may have been imported from Harvard. At any rate, intramurals were recognized as being here to stay and the need for a national organization was met.

The impetus behind the organization in its first two years came from the Negro colleges in the "deep" South. It was not until the third annual conference that intramural directors from other colleges, public schools, and social agencies were invited to attend and become members. This third conference was held at Howard University in Washington, D. C. Panel and round table discussions were features of the next annual meeting which was held at Hampton Institute, Hampton, Virginia. Financial support and methods of enlisting the aid of college deans and presidents were among the topics discussed with the proper use of program aids. Almost a score of members, mostly from the eastern seaboard, were attracted to the fifth meeting of the association which was held at Amherst College. Tufts College was the scene of the sixth annual get-together which devoted itself to better organization and administration of intramural programs and the unification of eligibility rules, the increase in number of co-recreational activities, and better relationships with campus health services.

The site of the seventh annual meeting was Morgan State College which noted the end of the sectionalism in the Association as more and more memberships were received from the West and Mid-west. The new philosophy embraced "an activity for every student and maximum participation for all." The unquestioned separation of varsity and intramural eligibility and the establish-

ment of membership districts were also accomplished at this meeting. The eighth annual conference was held at Brown University where a membership of one hundred and eleven was reported with forty-eight in attendance.

The University of Louisville, the United States Military Academy, Purdue University, Bowling Green University, and New Mexico State University were the sites of their annual conferences of the N.I.A. Last year, at New Mexico State, more than sixty members were present for the conference which was conducted along informal lines. It was at this meeting that the Delaware Valley College of Science and Agriculture was selected for the 14th Annual Conference.

This, in brief, is the history of the N.I.A. as traced through its annual conferences. That it has been growing in importance is evidenced by the growth of its membership which in turn reflects the growing importance of intramural athletics on our campuses. Without this healthful and rewarding outlet, campus life would undoubtedly suffer.

A most ambitious program has been planned for the upcoming conference which will, in one way or another, have an effect on the future of the Association. Delaware Valley College of Science and Agriculture thus joins with the colleges and universities mentioned earlier to help write the history of this dynamic organization, the N.I.A.

WELCOME

*Wishing the
intramural representatives
a very pleasant
and
successful
14th
Annual
Conference*

Supermarket Operations

Harold Nightwine

Introduction to Field of Marketing

Marketing is simply defined as getting the product to the consumer from its point of origin, with a minimum of time lost, a minimum of product wasted or lost, and at a minimum cost to the ultimate consumer.

The function of marketing entails many separate operations. There is buying, transportation, warehousing, distribution, selling and many others which will be covered in this report.

The market, in this case a supermarket, is established to be a profit-making concern. The last three points in the definition—"with a minimum of time lost, a minimum of product wasted or lost, and at a minimum of cost to the consumer"—tell the story of profits in a supermarket.

Retail Marketing Functions

The largest factor in retail marketing is to be in a location where there is a demand for your products. This is not easy as it is much more difficult than it sounds. Statistics are valuable here because the number of people in the area, their income, and their needs must be considered.

The retailer's next problem is obtaining the products to sell. In chain supermarkets, the field we are concerned with, the chain has its own distribution centers that do the buying from the producer and distribute the merchandise to the retail stores. At some distribution centers even processing and pre-packaging is done.

Storage is another function of retail marketing. The fresh produce and frozen foods require special types of storage conditions as well as a place needed for grocery items and dry goods.

Displaying and selling come next in line. The arrangement of shelves can have a lot to do with the choice of a certain brand or grade of an item such as peas or peaches. The brand you want to push should be kept at eye level and easy access to the buyer.

Large Scale Retailing

Retail marketing starts at the order desk of the supermarket chain's area distribution center.

The manager of a supermarket must have a system of keeping a running inventory so that he can place his orders daily. Some supermarkets do this by palletizing merchandise as soon as it is received in the plant and

keeping the merchandise in the same in the stock room at all times.

The arrangement of the departments comes next. The store should be departmentalized, taking into account the appearance and the logical order of buying by the customer.

Advertising is the number one salesman for the store working alone with the general appearance and layout. Advertising is a field of its own and will be discussed later in this report.

Wholesaling

Wholesaling is the assembling of large amounts and varieties of products from wide areas and reselling them to retailers. The functions of wholesaling are concerned with the assembling, warehousing, order taking and delivering, and additional services such as merchandising aids, credit, etc.

The supermarkets toured had their own system of warehousing in that they had company distribution centers. These distribution centers act as the "middle man" by buying the products from the producer and filling the orders and distributing the merchandise to the individual supermarkets.

One company visited recently combined with its wholesaler to gain the profits "lost" to the middle man.

Transportation and Warehousing

Trucking is taking over in modern transportation; the reason in transportation. Automation is coming into the warehouse but no device has been invented to keep shelves restocked.

Fresh Meat, Poultry, Sea Food and Grocery Buying

Most supermarkets have separate buyers for each separate area of buying. These areas are, as listed above—meat, poultry, sea food, grocery—and produce which will be discussed in the section. These buyers must be experts in their separate areas and must literally "have their ears to the ground" because information is the most important factor in buying.

Buyers in the Philadelphia area have a new, centralized distribution center which makes buying easier than scouting the country for producers and processors. The success of this distribution will probably mark the beginning of a new era in supermarket buying.

Produce and Dairy Buying

Produce—fresh fruit and vegetables—are usually bought from producers in the south and southwest for this

being the flexibility of operation. A truck can pick up and deliver and deliver to any destination at any time, which can be said for no other feasible form of transportation.

Transportation is one of the largest expenses in the supermarket field. Over one half of these costs go to labor.

All products can't be shipped in the same kind of trailer so there are refrigerated trucks at zero degrees for frozen foods and 50 degrees for produce. Meat must be in refrigerated trucks with overhead rails while grocery items need no refrigeration at all.

Warehousing is another big expenditure for supermarket chains. The word warehousing, for supermarkets, is a misnomer. They are called distribution centers because they have a rapid turnover and do not use the building for storage.

The largest expense in warehousing is labor, the same as and far west. The chain will make a contract with the grower to buy his entire crop at harvest time. In some cases the chain buys from a local food distribution center but they try to keep from dealing with local growers as much as possible.

Traveling buyers are used in this area to make contracts with growers before the harvesting season. This is done to be sure the supermarket has an ample supply of produce to sell.

Dairy products are an easier product to obtain than produce. The supermarket usually makes a contract with a national dairy company and in a few cases with local dairies. Supermarkets, sometimes, will not deal with local dairies.

Selling, Sales Management, and Market Research

All efforts in the supermarket industry work toward one end—selling. The quality of a product, its appearance, the store atmosphere, the price, and many other aspects of supermarketing, all are to promote selling. Convincing the consumer that you have what she wants is sometimes a very hard job. Special sales, low prices, and trading stamps are just a few of the "come-ons" used by a store to coax customers to come in and buy.

Sales management is a job which is often not recognized unless the job is done poorly. The sales manager is concerned with the volume of sales and what can be done to increase

(Continued on next page)

them. He must keep up with modern trends and capitalize on seasonal items and impulse sales. He must keep up with competition and still show a profit in the books. These reasons will show how he is an under-rated man.

Market research is an area mostly based on statistics. The statistics are used to figure a good location for a market, the type and quality of merchandise to sell, the competition the supermarket will encounter when it is operating and many other facts relevant to a solvent business.

Without market research, starting a supermarket would be like "wild-catting" for oil; mostly based on chance.

Consumer Protection and Quality Control of Foods

Consumer protection is taken very seriously by the U.S. Government. The Federal Food and Drugs Administration (FFDA) has been set up under the Department of Justice with its main function being protection of the consumer.

The FFDA can obtain a court injunction to hold up, seize and even destroy any food it deems detrimental to health or doesn't meet the standard of quality, standard of identity or standard of fill of container. These standards must be filed with the FFDA before the food can be marketed and the correct information, which is also stipulated by the FFDA must be on the label.

The FFDA can only control goods in inter-state commerce but most states have adopted equally strict legislation to control intra-state commerce.

Most processing companies have their own quality control laboratories. To a company, the quality of their product is important for advertisement and, also, they must keep the quality of their product within the limits of state and federal regulations.

Packaging, Pre-Packaged Produce, Frozen Meats, etc.

Packaging has become more and more important in the supermarket industry. In the produce department the clear cellophane allows the customer to see exactly what he is getting with a minimum amount of handling, thus cutting down on damage. Pre-packaging is an aid to both the

customer and the market because it cuts out the weighing of the merchandise on the spot for pricing; the price is already on the package.

Fresh meat can be kept for a longer period of time in the view of the public because the wrapper allows a minimum of oxidation which in turn prevents the meat from discoloring.

Frozen meats are concerned with moisture vapor transmission (MVT) through the wrapper. Present shrinkable films used for wrapping not only have a low MVT but also shrink around the meat providing a vacuum-wrap. The vacuum-wrap is important in eviscerated poultry because of the air which was in the cavity before wrapping.

Present and Future Changes in Supermarket Methods

At the present time the supermarkets are expanding their field to more and more non-food items. There is a chain of stores in the western United States which is similar to the old time general store — selling everything imaginable. These markets seem to be catching on and we may see them in the east in the near future.

Some Recent Statistics

The following statistics were taken from the 1961 edition of "The Supermarket Industry Speaks" which is published by the Super Market Institute, Inc.

In 1960 there was an 8% gain in sales compared to a 10% increase between 1958 and 1959. The sales declines were most common among small operators with sales up to \$10 million. The average individual sales per supermarket in 1960 were \$1,850,000.

The rate of new supermarket additions declined from 15% in 1959 to 12% in 1960. Only 8% of the new supermarkets added in 1960 were relocations, equaling the record low of a year ago. The rate of remodeling stayed at 6%.

Trading stamps in 1960 were offered to the customers in 5.5% of the companies to 51% in 1959. Only 1% of the operators dropped stamps between 1959 and 1960.

During 1960 77% of the operators increased the proportion of the non-food sales to total sales. Non-food sales ranged from 1% of sales to 30% with most companies being between 3.4% and 7.5%.

Advertising and Sales Promotion

All products need advertising and sales promotion because no product will sell by itself. Some products appear to not need advertising but statistics show that the sales of these products would be much greater with advertising.

The advertising of large chain supermarkets is either done in their own advertising departments or they contract an advertising company to do it for them.

Sales promotion was partially covered under the section on selling. The individual store has to figure what brands they want to push, their own label or that of name brands. Once this has been decided they must be displayed in such a way that they are the main items in the sight of the customer.

The most common methods used by supermarkets to draw customers offer special sales, trading stamps and to have fancy, eye-catching displays.

TOWN & COLLEGE HISTORY

(Continued from page 3)

cantile business in the city. He had a daughter who was quite attractive and who married Benjamin West, one of the early artists of this country. A long time ago I read that this marriage was an elopement by means of a ladder from a second story window. If this is true you can see that this house is shrouded in romance.

A story concerning Walter Shewell that I enjoy very much and which was passed on to us by the Shewell family concerns the Indians. The Indians many times visited the proprietary authorities in Philadelphia, I suppose to air their woes or just to visit. At least William Penn had a piece of ground set aside for their use in the city of Brotherly Love. I believe that land is still open for their use and it is directly behind the Bellevue Stratford Hotel but I guess it has shrunk considerably in size.

On one of these visits two young Indians and a young squaw came into these parts with the aging Allumapees, a chief of the Delawares. They reached the Neshaminy Creek just west of New Britain. At this location they decided that the Old Chief was too old to go any further. They built him a small shelter with

(Continued on next page)

a bed of leaves and grass. One evening when he had gone to sleep they left him in charge of the squaw and proceeded on to Philadelphia.

Of course the proprietors wouldn't talk to them because they didn't have their Chief with them. So they returned to find him dead! It seems that when the old Chief awoke he was infuriated at being left behind, but was too feeble to travel alone. He set fire to his bed and died. Walter Shewell, having heard of the Chief's death, went to find his body. He had a grave dug by the side of the shelter, and in the presence of Indians the Chief was buried.

There is another farm which is a part of your college, and which we natives have always called Johnson Farm. On this farm there is a field along its east boundry, back in a pocket of the wood where a great number of Indian relics have been found. This is supposed to have been a site for a summer village for the Indians of these parts.

Another building which I would like to call to your attention to is the headquarters of your Biology Department. This old stone house was built in 1771 and was known as "The Sign Of The Wagons." It was first licensed as a tavern in 1805, and operated by Thomas Stevens. The last owner was David Stevens. It was a headquarters for military training just prior to the Civil War.

I first remember your campus about 1910 when there were, I believe, only two buildings. There was a two-and-one-half story frame building that I believe stood about on the site of your present library. And the second building was a little stone chapel that still stands back in the woods.

Now, if I have inspired anyone to go into this search for local history more thoroughly than I have, I shall feel most happy. I can assure you that it is a gratifying thing to do.

This article was the text of a talk given by Mr. Fred F. Martin of Doylestown on the occasion of one of the assembly programs.

**PLEASE PATRONIZE
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AMERICA—WAKE UP!

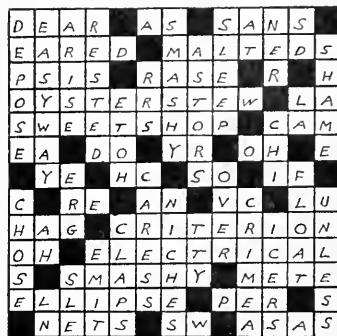
(Continued from page 5)

openly degrade an individual who for the betterment of himself and the development of his country. With a display of ignorance, how can we possibly, even vaguely, entertain the thought of survival. I know that many here will disagree and suggest that this individual was already in a college, and why should he want to change. I feel that this man, who had served his country in the armed forces, should have the same choice that is given to us.

We are able to decide where we would like to go to continue our education, and if this individual has the ability and can do the caliber of work demanded, he has every right to attend the college of his choice. I think that this, without a doubt, is by far the most single degrading factor of our country and is destroying the most powerful weapon that this or any other country has even now—unity and contentment among its population. There are many sides to this story, pro and con, but the fact that they are citizens of the U. S. should give them every right that is given to every other citizen.

The most important factor in our fight for survival today is communications with other nations around the world. This problem has been plaguing the world since the beginning of time. However, never before have so many nations been so powerful. It is now so dangerous that we can destroy or be destroyed without the aggressor shedding a drop of blood. This is the era where communications must be put to a practical use.

By communications I do not mean between the White House and Moscow but between Doylestown and Anytown USSR. There will not be any let-up of the pressure exerted by any country until the people of this country realize the thoughts, ideals, and desires of their neighbors around the world. This is where our country is failing miserably; we as Americans do not seem to care about understanding our so-called "cold war" enemies. Thorough continued reading I have learned much about civilization and humanity in many of these foreign countries and this is what I feel is the solution to this great crisis. The people in these countries are no different than we Americans. An example of this would be the large crowds which flocked on Red Square, Moscow. I



have heard many people, upon learning of a Russian in their presence, immediately make several unfounded statements against that individual. This is horrible! This person is another member of the human society, he has a mind, a heart, and a soul. I think it is impossible to condemn a man for his belief, for a man has no cause for existence in this world if he should have no feelings toward his wants and desires of life. It is proper to disagree, and state your beliefs, but should we not let our "Maker" be the judge.

In closing, if you would remember some of the keys to survival, as I have stated previously—unity, heritage, and liberty—then listen to our National Anthem, God Bless America, or America the Beautiful, and while any of these national themes are being played carefully think over in your own mind what we are doing and you will readily realize that we are making some of the most horrible mistakes possible.

Until we wake up, wise up and try to understand our neighbors on all four sides, try to figure how to run our country and create equal opportunities for all, we are losing valuable ground in our fight for survival. We have waited too long now, can we afford to wait any longer?

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THOSE MONDAY MORNINGS !

